The ABC and L·S·D OF MILK

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THE ONLY FOOD

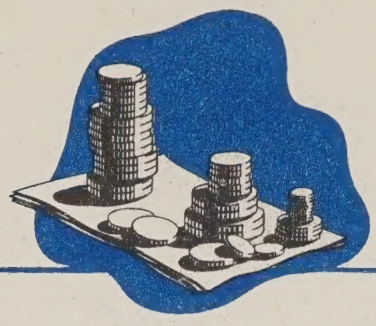
DESIGNED

as a food

IF you have been thinking of Milk merely as a pleasant accompaniment to tea or coffee, or something that babies take, just think again !

When you look at a glass of Milk, you look at the most wonderful natural food in the world.

The other foods we consume were not designed by Nature primarily as foods. Wheat, for instance, is the seed of the wheat plant. Meat is the muscular tissue of animals. Eggs are potential chickens. Milk is . . . Milk, designed by Nature as a food and for nothing else.



HOW MILK

BUILD YOUR FOO

In a quart of milk you get as much all-round food-value as you would get in one pound of chicken, or one pound of lean meat, or two pounds of white fish, or ten eggs. The famous authority on food, Professor Mottram, shows you in his chart that *more than a quarter* of your food bills should be for milk.

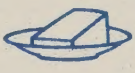
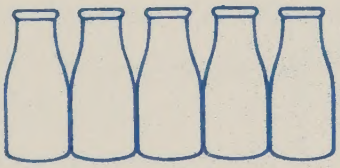
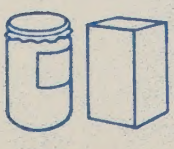
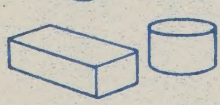
With milk as the main item of your food expenditure, you can make practical economies by using more lentils, dried beans, peas, bread, and less of the more expensive foods. As long as you get plenty of Milk, *every* member of the family is getting plenty of nourishment. The ideal is a quart a day for every child, a pint a day for every grown-up.

Much of this milk may be enjoyed as a beverage ; and there are many simple delicious ways of using milk in cooking.

SAVES YOU MONEY

BUDGET ROUND MILK

The Housewife's £ should be spent as under :

		£	s.	d.	
CEREALS			2	2½	11%
BUTTER			1	9½	9%
CHEESE				4¾	2%
MILK			5	4½	27%
EGGS				4¾	2%
MEATS			4	2½	21%
JAMS & SUGAR			1	0	5%
VEGETABLES			4	0	20%
MISCELLANEOUS				7½	3%
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PROFESSOR MOTTRAM'S CHART

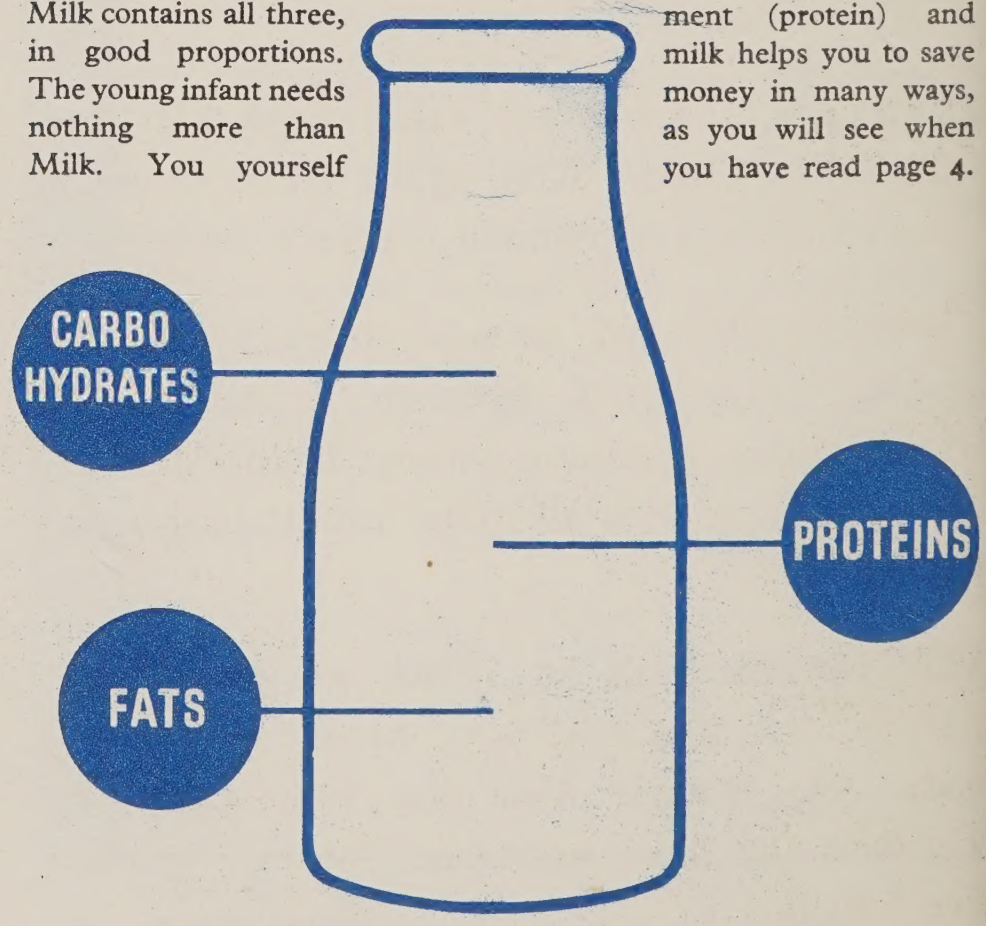
ALL FOODS IN ONE

You need three main types of foodstuff; energy-giving; warmth-giving ; body-building. The first two requirements are supplied by fats and by starches and sugars (called carbohydrates). The third requirement is supplied by proteins.

Most everyday foods contain mainly one type, with perhaps a little of one or both of the others.

Milk contains all three, in good proportions. The young infant needs nothing more than Milk. You yourself could live on Milk alone far better than on any other one food. The milk sugar and cream (milk fat) give you energy and warmth the Milk proteins build healthy tissues for you.

But there is even more to Milk than this. Milk is a very economical food. It is actually one of the cheapest sources of first-class body-building nourishment (protein) and milk helps you to save money in many ways, as you will see when you have read page 4.



THE ALPHABET OF MILK

Of course you have heard about vitamins. Almost an alphabet of vitamins is being discovered. At present we know of A, B, C, D, E, F, G . . . some foods are rich in one or two, or three. Milk contains all the known vitamins.

Mineral salts are other most important constituents of foods. Here again, Milk scores in the wide variety of mineral matter it contains.

These minerals and vitamins protect from illnesses, ensure good digestion, sound nerves, strong bones, gleaming strong teeth, splendid circulation; in fact, all-round robust health and well-being.

Milk has materials in it for growth, repair, activity, warmth, health of brain, nerves and body. No wonder Milk has been called by dietitians the most wonderful natural "protective" food.

MILK - the *quality* food

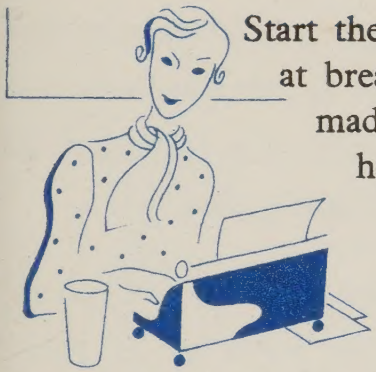
We have seen that, as far as quantity of food materials goes, Milk is a marvellously rich food. Nature has seen to it that all the food materials in Milk are of the very finest *quality*.

Take the carbohydrates. Milk sugar, unlike ordinary sugar, has no tendency to ferment in one's inside, or irritate the lining of digestive organs. Milk sugar, designed as a *food*, is not over-sweet. Milk sugar is easily absorbed, forming a quickly available source of energy and warmth.

Now for fats. Cream is about the most easily digested fat of all. Even those with delicate digestions, who cannot take fat in other forms, *can take cream.* This is partly because the fat in Milk is made up of tiny globules. There are 1,500,000 little globules in the space of a pin-point!

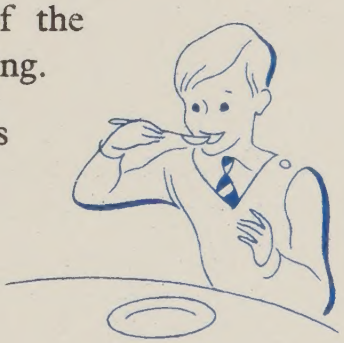
Most important; the body-building proteins. There are what dietitians know as "first-class" or complete proteins, and "second-class" or incomplete proteins. Milk proteins are first-class. Milk contains all the materials to build healthy bodies.

MILK through the day



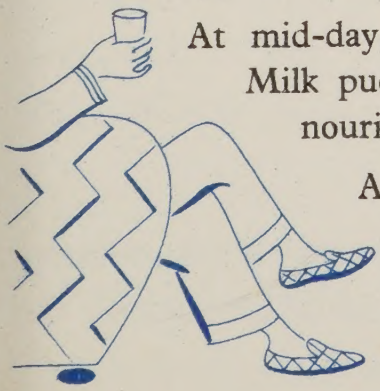
Start the day well by taking plenty of Milk at breakfast. Have porridge, tea or coffee made with Milk (half tea or coffee, half Milk). Be generous with the Milk on porridge or other breakfast cereal, on fruit, etc. Cocoa or chocolate, made with Milk, is a delightful breakfast drink. So, too, are the well known food beverages made with Milk.

A glass of Milk in the middle of the morning prevents that tired, slack feeling.



In offices and factories, employers are encouraging the morning Milk idea. Any dairy will arrange to supply Milk in bottles with straws at 1/3rd pint 1d., or ½-pint, 1½d. No bother, no washing-up!

Every child should be allowed to take advantage of the Milk-in-Schools scheme. In the interest of national fitness, Milk is supplied at a special low price in schools for children.



At mid-day, a Milk drink, Milk soup, or a Milk pudding makes economical meals more nourishing, more delicious.

A glass of hot Milk sipped slowly at night is a famous remedy for sleeplessness; you may like Milk alone, or with one of the branded food-preparations.

MILK - body-building or slimming?

IT sometimes puzzles people that while Milk is recommended for putting on weight, it is also much in demand in slimming diets.

This is because Milk is a balanced food. It is not fattening in itself. To put on weight, Milk, because it is so digestible, light and delicious, is given as an *extra* food. You can take plenty of Milk, with an ordinary, generous diet, and not upset digestion.

To get slim, you make Milk the main item of your daily diet. There is a well-known slimming diet where only Milk and potatoes are taken; or Milk and bananas.

Milk enables you to slim without getting nervy, wrinkled and dangerously run-down. When you get slim on Milk, you sleep well, your nerves are strong, your skin is clear, you gain in health as well as appearance.

Whether Milk is a body-building food or an aid to slimming depends entirely on how you make use of it. Milk is the finest food for both purposes.

SOME *hints* ON COOKING WITH MILK

It is no more difficult to make a nice Milk pudding than an insipid one.

With large grains like rice, tapioca, etc., use 2 ounces of grain to one pint of Milk. With small grains like seed pearl tapioca, ground rice, semolina use 1 to 1½ ounces of grain to each pint.

Cook baked Milk puddings for at least 2½ hours *slowly*.

When the oven is not in use, cook the grain with the Milk in a saucepan. When it is soft, transfer to a pie-dish and brown the pudding under the grill.

To prevent baked custard puddings from curdling whilst they are cooking, place the pie dish in a baking tin containing water.

Ring the changes on baked Milk puddings. Include layers of dried, fresh or tinned fruit in the bottom of the pie dish before adding the cooked grain (done in a saucepan) and brown in the oven or under the grill. Or place alternate layers of cereal and fruit in the dish. Top the pudding with meringue sometimes. Good mixtures are sliced bananas and raspberry jam with semolina. Marmalade with creamed rice. A mixture of raisins, peel, brown sugar, currants, with ground rice.

SOME RECIPES FOR CHILDREN

PEASE BROSE.

2 oz. peasemeal. Salt to taste. 1 pint Milk.

Mix the peasemeal smoothly with the cold Milk, put into a saucepan with the salt, boil gently for 10 minutes. Serve with Milk. Enough for 4 helpings.

OATMEAL PORRIDGE should also be made with Milk for children. Make it in your usual way, using Milk instead of water. If two tablespoonfuls of water are put in the saucepan and brought to the boil before adding oats and Milk, this will minimise the risk of burning.

RAISIN ROLLS.

1 lb. flour. 4 oz. butter. 1 heaped tablespoonful baking powder. 1 breakfast cupful raisins. 1 teaspoonful salt. ½-pint Milk.

Mix the flour, baking powder and salt in a basin. Rub the butter in with the finger-tips. Then stir in the raisins. Mix to a firm dough with the Milk. Turn out on to a floured board and knead very lightly for not more than a minute. Shape into rolls, brush with Milk, bake in a brisk oven for about 15 minutes. Enough for 18 rolls.

HARICOT BEANS IN MILK.

½-lb. haricot beans. 1 rasher of bacon. 1 oz. butter. Chopped parsley. Salt. 1 pint Milk.

The beans should be soaked in cold water overnight. Put the butter in a saucepan, add the soaked beans and let them cook gently for two or three minutes with the lid on. Chop the bacon small, fry it until crisp. Add it with the rest of the ingredients to the beans. Simmer until the beans are quite tender. Put in a dish, sprinkle with parsley and serve. Enough for 4 helpings.

FISH COOKED IN MILK.

4 Fillets of sole, cod or any fresh white fish. Salt. Chopped parsley. ½ oz. flour. ½-pint Milk.

Remove skin from fish, and cut each fillet in three or four pieces. Sprinkle with salt. Put them in a saucepan with the Milk and cook gently for 15 minutes. Take the fish out of the Milk and keep hot in the dish in which it is to be served. Mix the flour to a smooth paste with a little cold Milk, add it to the Milk and cook until it thickens (about 8 minutes). Sprinkle in the parsley. Pour over the fish. Enough for 4 helpings.

NURSERY PUDDING.

4 oz. stale bread (without crust). 4 bananas. 1 egg. 1 dessertspoonful sugar. A little grated lemon peel. 1 pint Milk.

Break the bread into small pieces and put in a basin. Bring the Milk to the boil and pour on to the bread. Break in the egg, and beat it into the bread. Add the lemon peel and sugar. Grease a piedish, slice in the bananas. Pour in the bread mixture. Bake in a moderate oven for half an hour. Enough for 6 helpings.

RICE CREAM MOULDS.

3 oz. rice or ground rice. 2 oz. sugar. Jam or syrup. 1½ pints Milk. Vanilla flavouring.

Put the rice and sugar in a pan with the Milk and boil until the rice is quite tender. If using whole rice, beat the mixture until it is creamy. Stir in the vanilla. Pour into wetted moulds or cups and when it is cold, turn out and serve with syrup or jam. Enough for 6 moulds.

MILK DISHES FOR INVALIDS

CHICKEN IN MILK.

1 breast of chicken, pinch of salt, teaspoonful flour. Walnut-sized knob butter. 1/3rd pint Milk.

Cut the chicken meat in small pieces. Put them with all except a tablespoonful of the Milk in a double pan; add salt. If you have no double pan, use a covered jar standing in a saucepan containing boiling water that reaches half-way up the jar. Simmer for 2 hours. Take the meat from the broth, and keep it hot in the plate in which it is to be served. Melt the butter in a small saucepan, stir in the flour smoothly. Then gradually add the broth and cook gently for five minutes. Pour this sauce over the chicken and serve.

STEWED TRIPE.

½-lb. tripe. 1 small onion. 1 oz. flour Salt & pepper, ½-pint Milk.

Put the tripe in cold water, bring to the boil. Drain off water, cut the tripe into small squares. Chop the onion finely, tie it in muslin. Put onion, Milk, tripe, seasoning into a saucepan and simmer gently for at least 4 hours. Take out the muslin bag of onion. Mix the flour with a little cold milk to a smooth paste, pour into the saucepan, simmer for five minutes, stirring all the time.

SAVOURY CUSTARD.

2 eggs. 1 teaspoonful meat extract. ½-pint Milk.

Stir a teaspoonful or cube of any good meat extract in the Milk over low heat until it is dissolved. While the Milk is cooling, beat the eggs. Add them to the milk. Pour the mixture into a greased pie-dish, stand the pie-dish in a baking-tin of water and place both in a moderate oven for 40 minutes. If preferred, the custard can be cooked in greased cups instead of a dish, and turned out carefully when cooked.

MILK JELLY.

1½ oz. of castor or loaf sugar. ½-oz. sheet gelatine. A piece of lemon-rind. 1 pint Milk.

Put all the ingredients in a saucepan over a very gentle heat for about 10 minutes until the gelatine and sugar are dissolved. On no account bring to the boil. Take out the lemon-rind. Pour the mixture into a basin and as it cools, stir it every now and then. When it is like thick cream, but not set, pour into small wetted moulds and let it set.

CREAM OF SEMOLINA.

1 oz. semolina, 1 oz. gelatine, 1 tablespoonful of castor sugar, vanilla, strawberry or other flavour or colouring if liked, 1¼ pints Milk.

The semolina should be soaked for an hour in quarter of a pint of cold milk. Put into a saucepan with half a pint more Milk and simmer for half an hour. Meantime, dissolve the gelatine in the remaining half-pint of Milk, pouring the boiling Milk on the gelatine and stirring. Take the semolina from the stove, pour in the gelatine mixture, stir together and pour into a wetted mould to set. Any flavouring or colouring should be added as soon as the semolina is taken from the stove.

MILK POSSETT.

1 tablespoonful of brandy or sherry (if liked); 1 dessertspoonful of castor sugar; nutmeg; salt; two thin slices of stale bread; 1 pint of Milk.

Dice the bread and put into a bowl, cover with sugar and nutmeg and salt. Bring the milk almost to the boil, pour it into the bowl, and lastly stir in the sherry or brandy. Serve hot.

SEE YOUR MILKMAN

ABOUT MORE **MILK** TO-DAY

At a conference on Nutrition, sponsored by the Minister of Health, a report was drawn up, from which this is an extract:

> *"It (milk) is indeed the only naturally balanced food we know of, containing as it does in readily available form not only first-class protein (18.7 grams or 2/3rd oz. to the pint) but also minerals, vitamins, carbohydrates and fat. The Conference therefore desires to stress the importance of this highly nutritious food for the child and the nursing and expectant mother."*

Not only children and women, but men too, find milk the finest of foods.

Make a start in the right direction by increasing your daily milk order by at least a pint.

See your Milkman about it next time he calls.

MILK IS A PRECIOUS FOOD . .

Keep it clean !

Your Milk comes to you sweet and clean ; see that you keep it pure and wholesome ! Keep Milk covered from dust, dirt and air. Net or muslin covers are not sufficient. Cover a Milk-jug with a plate or saucer. Cover an opened milk-bottle with a tumbler. Keep all vessels used for Milk thoroughly clean. In hot weather, stand Milk in a bowl of cold water, in clean, covered vessels. Remember, the coolest place in the house is the place to keep Milk.

"From the health standpoint there is no other single measure which would do more to improve the health, development and resistance to disease of the rising generation than a largely increased consumption of . . . milk."

(Extract from the report of the Advisory Commission on Nutrition).